



111 First Street. Jersey City, New Jersey USA 07302
Ph.: 201-239-8130 Fax: 201-418-0384 www.CulturalPride.com
Automotive Accessories – Cultural Clothing – Ethnic Crafts

24 November 2003

Descriptive Title of the Invention:

Headrest and Screen Cover.

Cross Reference to Related Applications:

I hereby claim the benefit of the filing date of December 2nd, 2002 from
Provisional Patent Application number 60430106.

Background of the Invention:

The invention pertains to seat headrest covers for automobiles, aircrafts and watercrafts. Our Headrest and Screen Cover is designed to hide and protect television and video screens/monitors installed in the headrest while simultaneously providing a means of advertising or customizing the vehicle or craft.

Unlike other headrest covers, our Headrest and Screen Cover has a unique removable rear panel, which permits the television/video screen to be viewed with the Headrest and Screen Cover attached. Another use of this removable panel is to allow advertisements or designs on the panel to be changed with ease.

Brief Summary of the Invention:

Originally conceived as an alternative to tying a flag around the headrest to express ones pride, our Headrest and Screen Covers evolved into its current form based on research and feedback from customers. At the request of automobile custom installers, we designed a headrest cover to provide a means of hiding the television/video screens installed in the headrests.

After reviewing the original design, we determined that it was too impractical and cumbersome to constantly remove the entire headrest cover. Therefore, we decided to make the Headrest and Screen Covers with a removable panel. With the decision to make the Headrest and Screen Covers with the removable panel, this opened up the possibility of several other uses. The removable panel facilities

the use of the Headrest and Screen Cover to advertise a business or cause. Or, individuals could change the decoration/design to customize their vehicle or craft.

Brief Description of the Drawings:

- 1) The drawing shows a rear view of the Headrest and Screen Cover with the removable panel. This drawing also provides a view of the location of the Velcro strips, which are used to fasten the Headrest and Screen Cover.
- 2) Enclosed is a postcard that shows three photos of the Headrest and Screen Cover installed with various patriotic designs. The postcard also lists several of the benefits of the Headrest and Screen Cover.
- 3) The first of the three enclosed photos show close-up details of the Headrest and Screen Cover installed. The second photo shows the Headrest and Screen Cover with the rear panel partially removed. And, the third photo shows the Headrest and Screen Cover with the rear panel fully removed.

Detailed Description:

Our Automobile Headrest and Screen Covers are made of material (leather, velour, suede, etc.) similar to the vehicle's original interior and are available in standard colors of black, gray and beige/tan to match automobile interiors. They are easily installed and removed for cleaning or replacement when they become worn or soiled. Use of our Headrest and Screen Covers reduce the wear and damage to the original headrest cover from hair chemicals, dirty hands and food or drinks. Because our Headrest and Screen Covers fit over the existing headrest cover without damaging them, this makes them ideal for leased or rented vehicles.

The universal design of our Headrest and Screen Cover fits most popular automobiles, including those with integrated (no separate) headrests. On seats with no separate headrest, the sides of the seat are compressed (squeezed in) to make the Headrest and Screen Cover fit. Once the Headrest and Screen Cover is installed, the width of the seat keeps the Headrest and Screen Cover in position. The Velcro strips at the bottom are simply folded up into the Headrest and Screen Cover for a neat fit.

Strategic placement, length and direction of Velcro fasteners ensure a snug fit on most seats. The vertical placement of the Velcro strips on the bottom allows the Headrest and Screen Cover to be cut or trimmed where necessary, to ensure a snug fit

Unique to our Headrest and Screen Covers is the removable rear panel. This removable rear panel allows viewing of the television screen without having to remove the entire Headrest and Screen Cover. The removable panel on the rear of the Headrest and Screen Cover is held in position with either Velcro strips or a zipper. The removable rear panel on the Headrest and Screen Cover is used to apply different designs for a customized look. Available separately, the removable rear panels enable the user to easily change the design/message of the Headrest and Screen Cover to suit their taste or need.

Each Headrest and Screen Cover is decorated on the back, and/or the front with a design to advertise a business, promote a cause or to express an interest. Used as a means of advertising, the Headrest and Screen Cover allows companies such as taxi or bus fleets to change the message by replacing only the rear panel after a specific time. This allows them to change the advertisement without having to bear the cost and burden of replacing the entire Headrest and Screen Cover. For a customized look, individuals can also change the rear panel designs to express patriotism, affiliation, beliefs or interest.

By using our Headrest and Screen Covers, it is possible to conceal the screen installed in the headrest from prying eyes, which is very desirable when parking in public places. Additionally, when the rear panel is installed, the soft material of the Headrest and Screen Cover provides some protection to the TV from exposure to excessive sunlight, dust, dirty hands and food and drinks.

Claim(s):

What is claimed for this invention is:

- 1) A Headrest and Screen Cover that is made of material (Leather, Velour, Suede, etc.) similar to the interior of the vehicle.
- 2) A Headrest and Screen Cover that closely resembles the original headrest cover and is easily installed or removed for cleaning or replacement.
- 3) A Headrest and Screen Cover that fits over the existing headrest cover without damaging the original headrest cover.
- 4) A Headrest and Screen Cover that protects the original headrest cover by minimizing wear and damage. The Headrest and Screen Cover can be used to cover or hide already soiled or worn headrest covers.
- 5) A Headrest and Screen Cover designed to fit most popular vehicles, including those with an integrated (no separate) headrest.
- 6) A Headrest and Screen Cover, which is: (a) fastened with Velcro strips and, (b) has the Velcro strips strategically placed in a vertical position at the bottom of the Headrest and Screen Cover.
- 7) A Headrest and Screen Cover that can be cut/trimmed for a snug fit.
- 8) A Headrest and Screen Cover with a removable rear panel, held in place with a zipper or Velcro.
- 9) A Headrest and Screen Cover with a removable panel which can be decorated to express ones pride, position, support or association in a specific culture, sport, hobby, group, religion or political belief.
- 10) A Headrest and Screen Cover that can be used to advertise a business, group or a cause.
- 11) A Headrest and Screen Cover replacement panel, which is available separately, to allow the decoration and or message to be changed by the user.
- 12) A Headrest and Screen Cover with a removable panel, which permits the viewing of a television or video screen, installed in the headrest, without requiring removal of the entire Headrest and Screen Cover.